

Trade Press Release

Hanau, February 15, 2016

Heraeus unveils new technology for gilding ornamentation and lifestyle accessories at the Ambiente 2016 trade show

- **New technology makes it possible to gild a number of new materials**
- **Environmentally-sound application for a precious metals product**

It is now possible to gild temperature-sensitive metals with real gold: The new Heraeus Low Temperature Gold® precious metal preparation allows for enhancing diverse products, such as glass, aluminum, stainless steel and more, with genuine bright gold. The new process anneals gold at temperatures between 200 and 250°C. This lower baking temperature makes it possible to gild new products and materials, such as aluminium. Up until now, traditional precious metals preparations required baking temperatures of at least 500°C.

Enhance products with gold

Furthermore, the low baking temperature means that a precious metals preparation can be combined with organic colors for the first time. Designers will have a host of new possibilities for refining and enhancing their products. Heraeus is exhibiting potential new applications for lifestyle articles at the Ambiente trade show.

Environmentally friendly decoration

The precious metal preparation can be used in brush and spray applications, as well as directly screen printed. In addition, since Heraeus Low Temperature Gold® is water-based, rather than solvent-based, it is more environmentally-sound.

With Low Temperature Gold® by Heraeus, it's now possible to gild temperature-sensitive materials with real gold.

Heraeus at the Ambiente trade show: Visit us in Hall 9, Booth D85

Heraeus, the technology group headquartered in Hanau, Germany, is a leading international family-owned company formed in 1851. With expertise, a focus on innovations, operational excellence and an entrepreneurial leadership, we strive to continuously improve our business performance. We create high-quality solutions for our clients and strengthen their competitiveness in the long term by combining material expertise with technological know-how. Our ideas are focused on themes such as the environment, energy, health, mobility and industrial applications. Our portfolio ranges from components to coordinated material systems which are used in a wide variety of industries, including the steel, electronics, chemical, automotive and telecommunications industries. In the 2014 financial year, Heraeus generated product revenues of €3.4 bn and precious metal revenues of €12.2bn euros. With around 12,600 employees worldwide in more than 100 subsidiaries in 38 countries, Heraeus holds a leading position in its global markets.

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